



# Join Us and Save Lives from Heart Valve Disease

Around **40%** of people know nothing about heart valve disease (HVD)—and only **1 in 4** know somewhat or a great deal about the disease.

As many as **11.6 million** people in the U.S. are estimated to have HVD, and more than **25,000** Americans die from HVD every year.

**More than 1 in 10** people age 75+ are estimated to have **moderate to severe** HVD.

Symptoms can be difficult to detect and are too often dismissed as a “normal” part of aging. **This makes raising awareness about the disease critical.**

**National Heart Valve Disease Awareness Day on February 22nd**—during American Heart Month—is an annual day dedicated to increasing recognition of the specific risks and symptoms of heart valve disease, improving detection and treatment, and ultimately saving lives. The day is recognized by the U.S. Department of Health and Human Services on its National Health Observances Calendar, by a Congressional Resolution in the 114th U.S. Congress, and through the activities and support of the 65+ partners of the National Heart Valve Disease Awareness Day Campaign. These partners are dedicated to using education and advocacy to reduce the number of people who lose their independence and their ability to fully participate in their lives; experience heart attacks, arrhythmias, congestive heart failure, and other heart disease; suffer from strokes; and even die from valve disease.



  
**1,000s**  
of online contributors


  
**65**  
national partners

  
**>11.1**  
million radio audience


  
**>780,000**  
digital PSA views



**>8.5**  
million people reached through high-impact engagement

  
**31**  
op-eds and letters-to-the-editor to audience of >2.4 million readers

  
**>63.5**  
million estimated TV PSA audience

  
**>31**  
in-person and online educational events

  
**2**  
print advertisements with potential readership of >16.7 million



**>154**  
million total estimated audience



## 2019 Partners:



Adult Congenital Heart Association	University of Michigan Frankel Cardiovascular Center	Nurse Practitioners in Women's Health
Alliance for Aging Research	The Gerontological Society of America	PASCaTS SPACCaT
American Association of Cardiovascular and Pulmonary Rehabilitation	Hartford Healthcare Heart & Vascular Institute	Park Nicollet Heart & Vascular Center
CardioSmart - American College of Cardiology	Healthy Women	Patient Advocate Foundation
American Geriatrics Society	The Heart Hospital Baylor Plano	Preventive Cardiovascular Nurses Association
American Heart Association	Heart Valve Voice US	Rock from the Heart for Aortic Health
American Society of Echocardiography	Heart Valve Voice Canada	HeartLungDoc
Association of Black Cardiologists	HeartValveSurgery.com	Society for Women's Health Research
Association of Physician Assistants in Cardiology	Inova Heart & Vascular Institute	Spectrum Health
Atlantic Health System	The James Family Heart Center at YRMC West	StopAfib.org
Avera Heart Hospital	Lipoprotein(a) Foundation	Sustainable Cardiovascular Health
Buffalo General Medical Center Gates Vascular Institute	Maimonides Medical Center	Equity Development Alliance
Cardiostart International	Medstar Heart & Vascular Institute	Texas Heart Institute
Cardiovascular Research Foundation	Men's Health Network	SCAI
CardioVisual	Mended Hearts	UNC Hospitals
CentraCare Heart & Vascular Center	Minneapolis Heart Institute Foundation	UMC University Medical Center New Orleans
CHI Memorial	Mount Sinai Mitral Foundation	The University of Arizona Health Sciences Sarver Heart Center
Cleveland Clinic	National Alliance for Caregiving	University of Virginia Heart & Vascular Institute
EMERGENCYUSA	National Consumer's League	WebMD
Emory Healthcare	National Council on Aging	WVU Heart & Vascular Institute
Florida Hospital	National Forum for Heart Disease & Stroke Prevention	Women's Heart Foundation
Florida Medical Center	New York Foundation for Eldercare	WomenHeart
	Northwestern Medicine	

## Becoming a Partner:



National Heart Valve Disease Awareness Day is continuing to accept new partners—the more of us to amplify this message, the better. If your organization is interested in joining the campaign, you would join a list of 65 (and growing!) prestigious healthcare organizations, hospital systems, non-profits, and academic groups that are all committed to making an impact and saving lives through awareness.

Partners receive regular updates about the campaign efforts, have access to invaluable educational resources, connect to other campaign partners, and are invited to attend all campaign events. Additionally, partners are asked when possible to:

- Share information about valve disease with their audiences through various channels.
- Talk to other advocates, public health educators, and health care professionals about the campaign.
- Organize events or incorporate messaging into existing events, in order to educate their audiences about valve disease.

There is no cost to join the campaign as an organizational partner. We simply ask that you commit to raising awareness of heart valve disease. We hope to you will join us! If you are interested in this partnership opportunity with the National Heart Valve Disease Awareness Day Campaign, please email Kelsey Martin at [kallcorn@agingresearch.org](mailto:kallcorn@agingresearch.org) to further discuss partnership details.